

# CHILD ADVOCACY DAYS

Protecting, Promoting, and Improving the  
Health and Prosperity of Tennessee's Children



TENNESSEE  
DEPARTMENT OF  
HEALTH

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# TDH Working, Together, With You.

## Mission

**Protect, promote** and **improve** the **health** and **prosperity** of people in Tennessee

## Vision

A **recognized** and **trusted** leader, **partnering** and **engaging** to make Tennessee one of the Nation's **10** healthiest states.



# A Small Sample of What We Do



- All families in TN (~80,000 births in TN annually) receive **Welcome Baby** packet
- **Screenings for 51 disorders** for nearly all newborns = ~4.1M tests annually
- **TENNderCare**: Calls made to approx. half of all birth families each year
- **165K WIC participants** make 726K visits to health departments yearly, spend \$120M in food benefits at local grocery stores





# Welcome Baby, Safe Sleep, Kidcentral



Dear New Parent,

Congratulations on the birth of your new baby! My husband, Governor Bill Haslam, and I want to personally welcome the newest citizen of Tennessee!

Raising a healthy and happy child can be an overwhelming experience. Like other parents, you may be experiencing feelings of excitement and anticipation, as well as anxiety and uncertainty.

Babies grow so much in the first few years—their brains and the rest of their bodies will develop faster than at almost any other point in their lives. These early years are so important, and you play a major role in making sure that their growth and development is healthy.

Many parents have questions about what they can do to be sure that their babies grow up to be healthy and strong. You probably have already figured out that your baby didn't come with an instruction manual! If you have been a parent before, you might think back to what you did with your earlier child; you might ask family or friends for advice. Some parents research to find answers and others follow their own instincts.

There is definitely a lot for parents to know, especially in these first few years. But please don't worry—you are not alone! There are many resources right here in Tennessee that can help you and your baby along the way. Please visit [www.kidcentraltn.com](http://www.kidcentraltn.com) as a "one-stop shop" for information, resources and services that may be helpful to you on your parenting journey.

Congratulations, again, and best wishes as you and your family embark on an exciting journey together!

Sincerely,

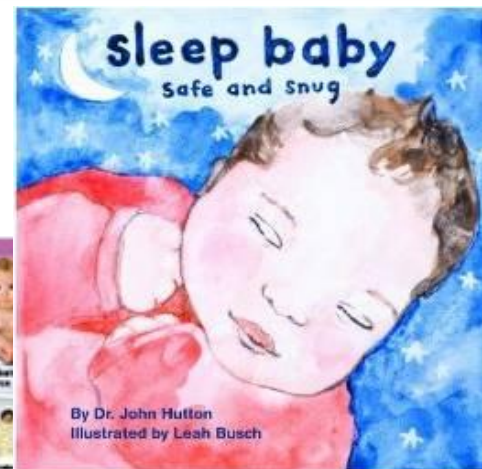
*Crissy*

Crissy Haslam  
First Lady of Tennessee

If you have questions call your local Health Department or 1-800-342-5942 (1-800-DIAL WIC)

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VALID ONLY FOR THE PURCHASE OF WIC APPROVED FOODS:				Pay The Authorized TN WIC Vendor			
FOOD PACKAGE: 1CSTD				VOUCHER CODE: 7MBP			
07 CONTAINERS 12.7 OZ POWDERED:				VOID			
GERBER GOOD START GENTLE				64-1968 611			
REMEMBER THE ABC'S OF SAFE SLEEP				VALID ONLY DURING			
BABIES SHOULD SLEEP				MARCH 2014			
(A) LONE, ON THEIR (B) BACK, AND IN A (C) CRIB				DATE TRANSACTED			
IT IS ILLEGAL TO SELL/TRADE/GIVE AWAY WIC FOODS				PAY THIS AMOUNT			
RETURN UNOPENED FORMULA TO YOUR CLINIC				\$			
				Signature below must match signature on voucher folder.			
				X			

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By Dr. John Hutton  
Illustrated by Leah Busch



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# A Breakthrough Procedure!!!!!!

## An amazing intervention *for children*:

- Ear Infection (Otitis media): 23-77% reduction
- Upper and lower respiratory tract infection: 63-77% reduction
- Obesity: 24% reduction
- Type 1 Diabetes: 30% reduction
- Type 2 Diabetes: 40% reduction
- Asthma: 26-40% reduction
- Sudden Infant Death Syndrome: 36% reduction
- RSV Bronchiolitis: 74% reduction
- Gastroenteritis: 64% reduction
- Necrotizing Enterocolitis (NEC): 77% reduction
- Celiac Disease: 52% reduction
- Atopic Dermatitis: 27-42% reduction
- Inflammatory Bowel Disease: 31% reduction
- Leukemia (ALL): 20% reduction
- Leukemia (AML): 15% reduction





# And it's Great for Moms

- Short Term Benefits:
  - Decreased blood loss after a delivery
  - The womb goes back to normal size more quickly
  - Increased child spacing (lactational amenorrhea)
- Long Term Benefits:
  - Decreased rheumatoid arthritis, cardiovascular disease, hypertension, hyperlipidemia, diabetes, breast cancer, ovarian cancer





**BREASTFEEDING**

It Rocks!

**AND, it's free!**

Monthly cost of formula:  
Approximately **\$150/month**

Source: TDH WIC Grocer Price Reports

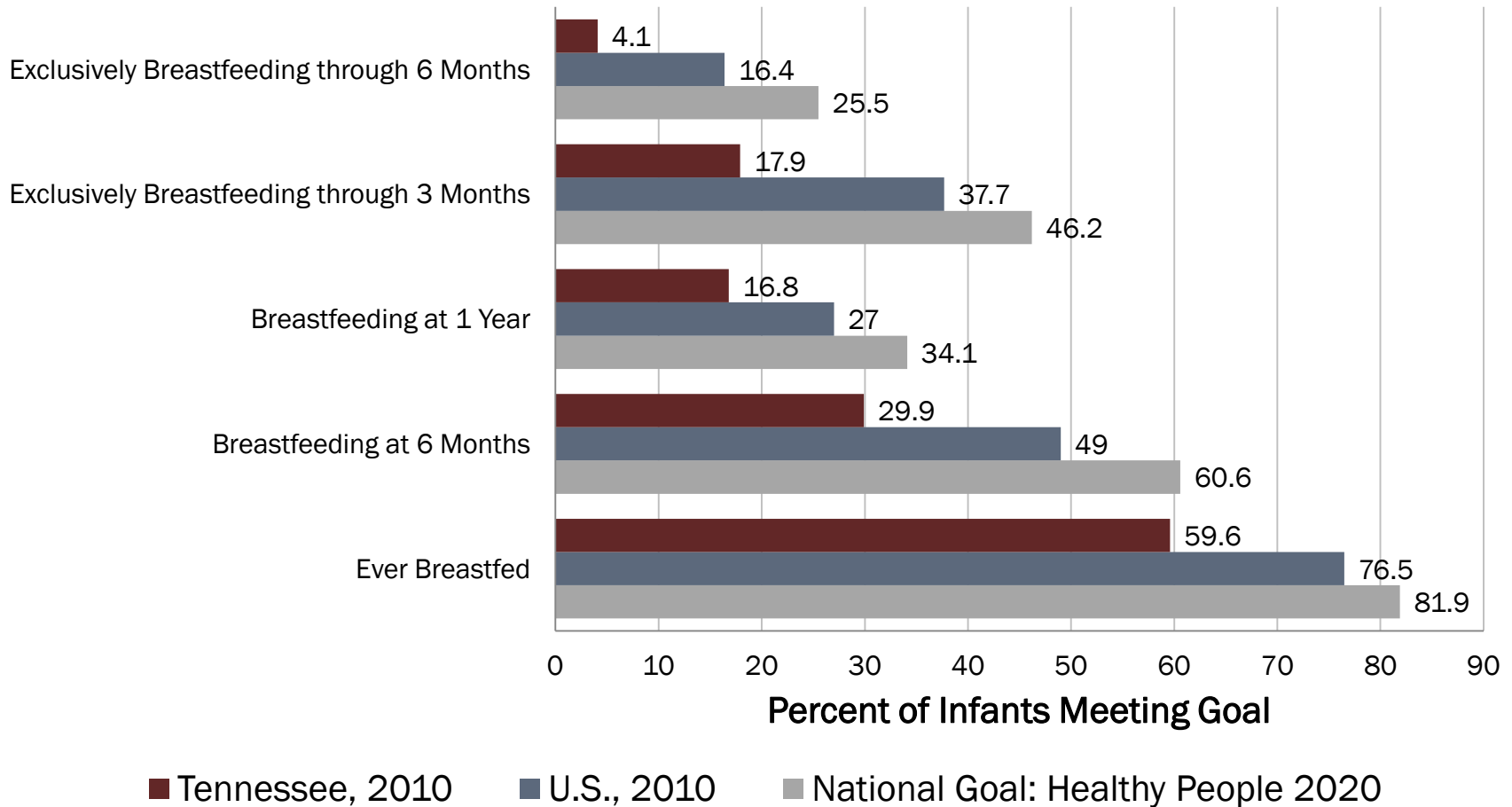


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# TN is Not Where We Need to Be

## CDC Breastfeeding Report Card





# Economic Impact of Breastfeeding

## 2007 Study:

**The Surgeon General's Call to Action  
to Support Breastfeeding**

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**“...if 90 percent of U.S. families followed guidelines to breastfeed exclusively for six months, the United States would save \$13 billion annually from reduced direct medical and indirect costs and the cost of premature death. If 80 percent of U.S. families complied, \$10.5 billion per year would be saved.”**

# Opportunities for Partnership



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# TN Breastfeeding Hotline: 24/7!

Please Help Us Get the Word Out:



After Four Months of Operation	Total Distinct Calls
Incoming Calls	392
+ Follow Up	509
<b>Total Interactions with Moms</b>	<b>901</b>



# Promoting the Hotline

**Goody Bags  
Coming This  
Summer!**



Contents Include Hotline  
Branded:

- Onesie
- Infant T-Shirt
- Keychain
- Magnet
- Bib
- Luggage Tag
- *& Lots of Helpful Information*

**Pilot Initiative Launching Summer 2014**

**Remember : 855-4BFMOMS**





# Baby Friendly Hospital Initiative



World Health  
Organization



## Ten Steps to Successful Breastfeeding:

1. **Have a written breastfeeding policy** that is routinely communicated to all health care staff.
2. **Train all health care staff** in the skills necessary to implement this policy.
3. **Inform all pregnant women** about the benefits and management of breastfeeding.
4. **Help mothers initiate breastfeeding** within one hour of birth.
5. **Show mothers how to breastfeed** and how to maintain lactation, even if they are separated from their infants.
6. **Give infants no food or drink other than breast-milk**, unless medically indicated.
7. **Practice rooming in** - allow mothers and infants to remain together 24 hours a day.
8. **Encourage breastfeeding on demand.**
9. **Give no pacifiers or artificial nipples** to breastfeeding infants.
10. **Foster the establishment of breastfeeding support groups** and refer mothers to them on discharge from the hospital or birth center.



# “Breastfeeding Welcomed Here”

## Helping Moms

Symbol alerts moms to public locations where they can breastfeed comfortably and to encourage the perception that breastfeeding is normal, accepted and welcomed

## Helping Business

Businesses sign pledge to provide an environment where breastfeeding mothers are able to sit anywhere and enjoy a welcoming attitude from staff, management and other patrons while breastfeeding

**164** businesses across the state have signed pledge to date



Tennessee Breastfeeding Coalition

<http://breastfeeding.tn.gov/pledge.shtml>

**Let's partner together to  
protect, promote, and  
improve the health of our  
children.**

**Thank you.**



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